



# USDA National Retail Report - Turkey

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/22 thru 05/28.

Fri. May 22, 2015

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

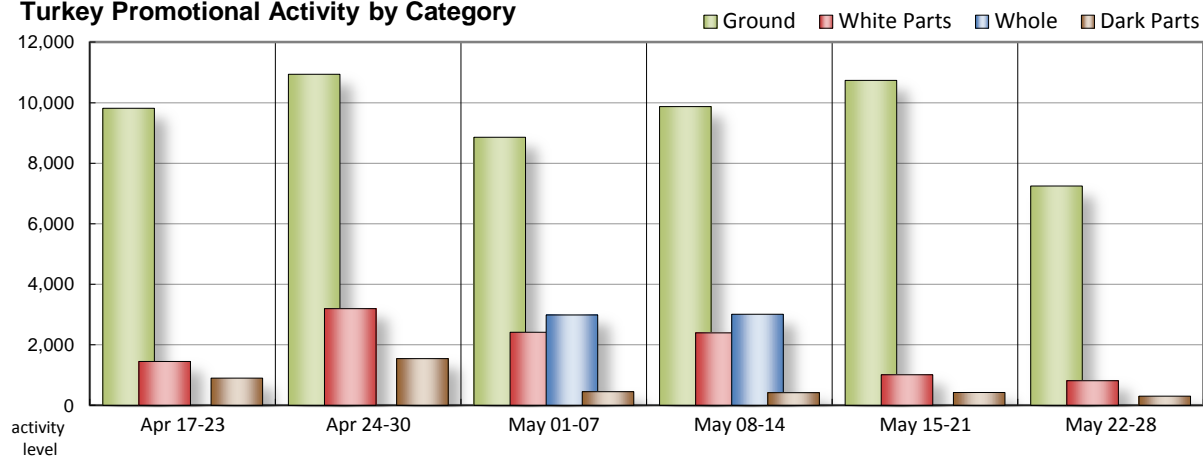
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>32.5% of 29,100 outlets</b>		<b>34.0% of 29,100 outlets</b>		<b>37.9% of 22,900 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>2.7%</b>		<b>7.7%</b>		<b>3.4%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>9,432</b>		<b>14,603</b>		<b>14,160</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	65	2.13	28	2.74		
Frozen	219	1.79	174	1.61	280	1.69
Split, bone-in						
Fresh	31	1.99	28	2.99		
Rotisserie	105	8.94	187	8.99	140	8.99
Boneless, whole	9	6.99	8	6.99		
Cutlets	261	5.13	426	5.15	30	4.99
Cutlets, thin sliced	9	5.99				
Strips						
Tenders	42	4.63	54	4.79	50	4.79
Marinated Tenders	75	4.33	108	4.26	590	4.38
Drumsticks	50	2.31	110	2.45	150	2.00
Thighs	65	2.49	107	2.49	20	2.29
Wings	70	2.24	112	2.45	130	1.96
Necks	22	1.99	5	1.69	50	1.63
Smoked Drumsticks	64	2.53	28	2.29	10	2.19
Smoked Wings	35	2.43	28	2.29		
Smoked Necks			37	2.21		
<b>GROUND TURKEY:</b>	<b>7,249</b>	<b>3.46</b>	<b>10,738</b>	<b>3.51</b>	<b>11,950</b>	<b>3.06</b>
Patties	1,102	3.71	878	3.91	2,670	3.31
Sausage	431	3.52	686	3.62	2,630	3.19
85% lean	1,209	2.85	1,652	2.84	3,350	2.64
93% lean	4,305	3.49	6,952	3.52	3,230	3.19
Breast	202	4.85	570	4.64	70	3.84
Rolls (frsh/frz 1 lb.)	240	2.53	386	2.65	80	2.57
<b>Specialty</b> <sup>5/</sup>						
Patties	7	3.99	21	3.50	200	4.14
93-94% lean	793	4.04	1,678	4.30	480	3.94
Breast	21	6.29	340	5.54		

Note: rolls & specialty not included in ground turkey total and weighted average.

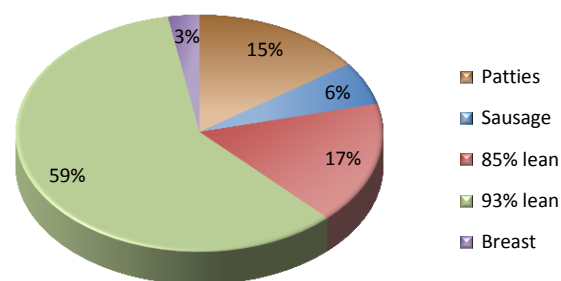
### This Week's Turkey Feature Highlights

This week, retailers continue to center their attention on items associated with the celebration of Mother's Day. Feature activity has decreased. Bone-in breasts see a slight gain in circular space. White part offerings declined from the previous week. Values are lower. Smoked dark parts are mostly unchanged from last week. Prices are mostly higher. Warmer weather continues to have retailers offering more grinds with 93% lean still continuing to be most heavily promoted. However, there are still opportunities if you are looking for ground breast or 85% lean. Values are unchanged for 85% and 93% lean, slightly higher for ground breast, and lower for patties and sausage. Deli activity decreases with a decline in both service and self-service deli offerings.

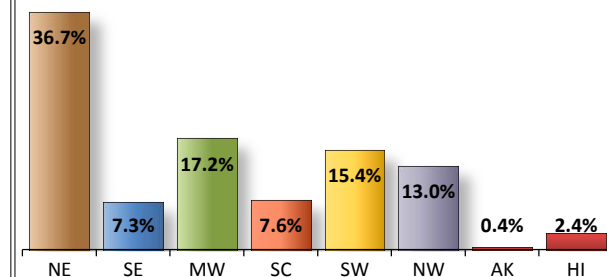
### Turkey Promotional Activity by Category



### Ground Turkey Featuring by Type



### Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. May 22, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	<b>65.0% of 5,500 sampled outlets</b>			<b>36.4% of 7,400 sampled outlets</b>			<b>27.7% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>6.3% of stores w/ no-price promotions</b>			<b>1.0% of stores w/ no-price promotions</b>			<b>2.1% of stores w/ no-price promotions</b>		
	<b>Activity Index = 4,141</b>			<b>Activity Index = 1,125</b>			<b>Activity Index = 1,758</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							1.99 - 2.99	46	2.32
Frozen	1.79	202	1.79				1.69 - 1.79	17	1.75
Split, bone-in									
Fresh							1.99	31	1.99
Rotisserie							7.99 - 8.99	105	8.94
Boneless, whole	6.99	9	6.99						
Cutlets	3.99 - 5.99	261	5.13						
Cutlets, thin sliced	5.99	9	5.99						
Strips									
Tenders	4.79	20	4.79				4.49	22	4.49
Marinated Tenders							4.25 - 4.50	75	4.33
Drumsticks									
Thighs							2.49	15	2.49
Wings							1.59	15	1.59
Necks				1.99	22	1.99			
Smoked Drumsticks	1.99 - 2.49	42	2.29	2.99	22	2.99			
Smoked Wings				2.99	22	2.99	1.49	13	1.49
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.33 - 3.99	727	3.39	2.50 - 4.99	23	3.15	3.49 - 3.99	24	3.51
Sausage	3.29 - 3.67	61	3.57	2.85	31	2.85	3.19 - 4.22	331	3.49
85% lean	2.79 - 3.19	312	2.95	2.39 - 2.50	77	2.48	1.69 - 3.19	238	2.85
93% lean	3.07 - 4.69	2,219	3.53	2.90 - 4.16	825	3.17	2.90 - 4.16	194	3.43
Breast (99-100% lean)	4.45	9	4.45				4.16 - 4.99	144	4.89
Rolls (frsh/frz 1 lb.)							1.69 - 3.19	240	2.53
<b>Specialty</b> <sup>5/</sup>									
Patties							3.99	7	3.99
93-94% lean	3.75 - 4.49	270	3.79	3.99 - 4.99	103	4.01	3.99 - 4.49	220	4.18
Breast							6.29	21	6.29



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Fri. May 22, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	16.3% of 4,900 sampled outlets			16.4% of 3,800 sampled outlets			5.5% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	5.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 780			Activity Index = 1,144			Activity Index = 398		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.69	19	1.69						
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				1.69 - 2.49	50	2.31			
Thighs				2.49	50	2.49			
Wings				1.69 - 2.49	55	2.42			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.99	72	4.99	2.99 - 6.99	217	4.53	2.99 - 3.49	39	3.28
Sausage				6.99	8	6.99			
85% lean	2.79	210	2.79	2.39 - 3.19	331	2.93	2.39 - 2.66	41	2.52
93% lean	2.99 - 4.00	399	3.36	3.19 - 3.99	287	3.51	3.99	295	3.99
Breast (99-100% lean)				4.79	26	4.79	4.79	23	4.79
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	80	4.55	3.99	120	3.99			
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>22.6% of 100 sampled outlets</b>			<b>45.1% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 11</b>			<b>Activity Index = 75</b>		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean						
93% lean	3.90	11	3.90	4.23 - 4.80	75	4.44
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/22 thru 05/28.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 22, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	39.4% of 29,100 stores		60.9% of 29,100 stores		62.4% of 22,900 stores		63.8% of 5,500 sampled outlets			42.9% of 7,400 sampled outlets		
Activity Index 2/	30,717		52,807		47,540		Activity Index = 10,415			Activity Index = 8,582		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	3,118	7.87	4,008	8.42	6,830	7.84	5.99 - 8.99	648	7.09	5.49 - 9.99	362	8.32
Private Brand	2,362	7.05	1,963	8.00	1,910	7.76	3.98 - 7.99	1,173	6.78	4.99 - 6.99	327	6.72
<b>Category 2</b>												
Processor Brand	3,141	6.22	3,690	6.21	3,430	5.76	4.99 - 6.99	749	6.15	4.99 - 7.99	1,948	6.40
Private Brand	73	5.73	3,164	6.34	6,620	7.16	4.99 - 5.99	42	5.39	7.99	6	7.99
<b>Category 3</b>												
Processor Brand	227	4.60	786	3.75	740	3.94	3.99	20	3.99	4.99	6	4.99
Private Brand	56	4.71			20	4.88	4.99	44	4.99			
<b>Turkey Ham</b>												
Processor Brand	255	4.79	222	3.38	270	3.45	4.79 - 4.99	249	4.81			
Private Brand	27	2.71										
<b>Turkey Pastrami</b>												
Processor Brand	49	3.77	265	4.40	230	3.62	3.99	33	3.99			
Private Brand	5	2.89										
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,043	7.61	3,912	7.87	2,630	7.42	6.99 - 9.99	969	8.52	3.99 - 6.99	1,035	6.91
Private Brand	920	7.47	1,164	7.38	2,370	7.47	7.98 - 7.99	428	7.99	6.99	450	6.99
<b>Category 2</b>												
Processor Brand	317	5.39	361	5.55	160	5.25				4.99	44	4.99
Private Brand	308	6.00	476	5.78	360	5.99						
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	8,794	3.65	13,351	3.51	8,980	3.15	3.00 - 4.99	3,076	3.67	2.00 - 4.12	2,718	3.57
Private Brand	143	2.70	2,760	3.24	810	3.06	3.33	45	3.33			
<b>Turkey 16 oz</b>												
Processor Brand	348	5.46	1,209	5.54	1,480	4.96				2.99 - 5.69	31	4.10
Private Brand					1,080	4.50						
<b>Chicken 7-10 oz</b>												
Processor Brand	7,507	3.71	12,788	3.52	8,810	3.15	3.00 - 4.99	2,939	3.66	3.48 - 4.49	1,655	3.76
Private Brand	24	3.59	2,688	3.25	810	3.06						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/22 thru 05/28.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 22, 2015

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	36.1% of 6,100 sampled outlets			30.5% of 4,900 sampled outlets			16.2% of 3,800 sampled outlets			34.3% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 3,433			Activity Index = 3,975			Activity Index = 2,707			Activity Index = 1,403		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	390 7.55		5.99 - 9.99	990 7.69		7.99 - 12.99	428 9.19		7.99 - 9.99	292 8.09	
Private Brand	4.99 - 7.99	284 6.61								7.99	578 7.99	
<b>Category 2</b>												
Processor Brand	4.49 - 6.49	289 5.85		5.00	121 5.00					4.99 - 5.00	34 4.99	
Private Brand	4.99 - 5.99	17 5.40								6.48	8 6.48	
<b>Category 3</b>												
Processor Brand	2.99 - 4.99	201 4.65										
Private Brand							3.79	6 3.79		3.59	5 3.59	
<b>Turkey Ham</b>												
Processor Brand	3.99	6 3.99										
Private Brand							2.49 - 2.99	27 2.71				
<b>Turkey Pastrami</b>												
Processor Brand	3.99	6 3.99					2.89	10 2.89				
Private Brand							2.89	5 2.89				
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 8.98	375 7.42		5.99 - 8.49	419 7.03		6.49 - 8.99	173 7.23		8.99 - 10.99	71 10.85	
Private Brand	6.99	7 6.99		4.99 - 8.49	35 7.29							
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	273 5.45										
Private Brand	5.99 - 6.00	308 6.00										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.49 - 6.49	490 3.46		2.19 - 6.49	1,189 3.89		2.50 - 3.99	1,029 3.65		2.99 - 6.49	193 3.59	
Private Brand				2.00	73 2.00					3.59	24 3.59	
<b>Turkey 16 oz</b>												
Processor Brand	4.49 - 5.99	302 5.67		5.49	1 5.49					3.98 - 3.99	14 3.98	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.49 - 6.49	485 3.48		2.39 - 6.49	1,147 3.91		2.50 - 3.99	1,029 3.65		2.99 - 6.99	160 3.75	
Private Brand										3.59	24 3.59	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	31.2% of 100 sampled outlets			29.2% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 88			Activity Index = 114				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	7.99	8 7.99						
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand	3.59	1 3.59						
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand	8.99	1 8.99						
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	3.00 - 4.99	39 4.20		2.50 - 4.99	60 3.64			
Private Brand	3.59	1 3.59						
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.00 - 4.99	38 4.22		2.50 - 4.99	54 3.76			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)